

TRANSMITTAL LETTER  
(General - Patent Pending)



Docket No.  
99-046

In Re Application Of: WALKER et al.

Serial No.  
09/526,907

Filing Date  
March 16, 2000

Examiner  
Not Yet Assigned

Group Art Unit  
2761

Title: SYSTEMS AND METHODS FOR PROVIDING A SUBSIDY OFFER THROUGH A CUSTOMER DEVICE

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is:

Supplemental Information Disclosure Statement (6 pp.);  
PTO Form-1449 (8 pp.) and references cited therein (98);  
Assertion of Small Entity Status (1 pg.); and  
Return Receipt Postcard.

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in the above identified application.

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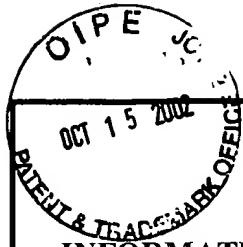


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	Applicants WALKER et al.	
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#### U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE

#### FOREIGN PATENT DOCUMENTS

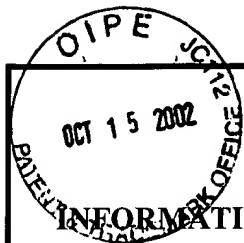
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
	A	EP 0 109 189 A1	05/23/84	Europe				
	B	EP 512413	11/11/92	Europe (Abstract)				
	C	JP 405257950A	10/08/93	Japan (Abstract)				
	D	EP 0 607 686 A2	07/27/94	Europe				
	E	WO 96/36926	11/21/96	PCT				
	F	WO 97/35441	09/25/97	PCT				
	G	EP 0 809 202 A2	11/26/97	Europe				
	H	WO 98/26363	06/18/98	PCT				
	I	JP 410187318A	07/14/98	Japan (Abstract)				
	J	WO 98/34187	08/06/98	PCT				

#### OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

K	"Introducing the Digital MenuBoard", Siren Technologies, Inc., (www.sirentech.com), undated.
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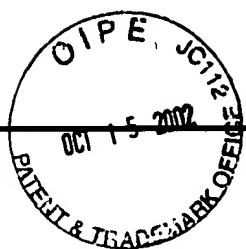
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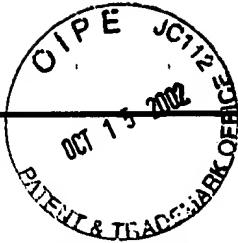
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M	Brochure: "Reaching Out in New Directions", Fist Data Corporation, Merchant Services, undated.		
N	"Cape Town", Reuters, November 8, 1979.		
O	"Save the Mark", Financial Times London, February 1, 1983, Section: Section I, Men & Matters, pg. 12.		
P	Cook, Louise, "ConsumerWatch: Clip, Snip, Save", Associated Press, March 12, 1984, Section: Business News.		
Q	Greene, Jan, "Farm bills please assn; National Grocers Association", Supermarket News, December 23, 1985, Section: Vol. 35, pg. 6, ISSN: 0039-5803.		
R	Lacher, Lisa, "Coupon Gimmick Registers Profits", Business Record, December 7, 1987, Section: Vol. 83, No. 47, Sec. 1, pg. 1.		
S	Stevens, Lawrence, "Hypermarket challenge", Computerworld, December 10, 1988, Section: Software & Services, pg. 25.		
T	"POS spectrum: a lottery looks to POS for growth", POS News, January 1989, Section: Vol. 5, No. 7, pg. 8, ISSN: 0896-6230, CODEN: BHORAD.		
U	Kuttner, Robert, "Computers May Turn the World Into One Big Commodities Pit", Business Week, September 11, 1989, Section: Economic Viewpoint, No. 3123, pg. 17.		
V	Golden, Fran, "AAL's Riga doubts Marketel's appeal to retailers; Chris Riga of American Airlines", Travel Weekly, November 13, 1989, Section: Vol. 48, No. 91, pg. 4, ISSN: 0041-2082.		
W	Schrage, Michael, "An Experiment in Economic Theory; Labs Test Real Markets", The Record, November 26, 1989, Section: Business, pg. B01.		
X	"Safeway Introduces Store-Generated Coupons", PR Newswire, May 1, 1990.		
Y	"Let's Play the Cash Register Receipts Lottery", The New York Times, December 25, 1990, Section: Section 1, pg. 30, Col. 4, Editorial Desk.		
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BB	Pelline, Jeff, "Travelers Bidding on Airline Tickets SF firm offers chance for cut-rate fares", The San Francisco Chronicle, August 19, 1991, Section: News, pg. A4.		
CC	Blattberg, Robert C., "Interactive marketing; exploiting the age of addressability", Sloan Management Review, September 22, 1991, Section: Vol. 33, No. 1, pg. 5, ISSN: 0019-848X.		
DD	Del Rosso, Laura, "Ticket-bidding firm closes its doors; Marketel International", Travel Weekly, March 12, 1992, Section: Vol. 51, No. 21, pg. 1, ISSN: 0041-2082.		
EE	"Coupons get serious; supermarkets use barcodes to prevent misredemptions", Chain Store Age Executive with Shopping Center Age, October 1992, Section: Vol. 68, No. 10, Pg. 68, ISSN: 0193-1199.		
FF	"Winn-Dixie/The Salvation Army Report Contributions For War Against Hunger", PR Newswire, June 10, 1993, Section: Financial News.		
GG	McDowell, Bill, "Frequency marketing builds repeat business; Management", Building Supply Home Centers, August 1993, Section: No. 2, Vol. 165, pg. 96, ISSN: 0890-9008.		
HH	News Release: "Chemical Bank and AT&T Smart Cards form strategic alliance", ( <a href="http://www.att.com/press/1193/93117.blb.htm">http://www.att.com/press/1193/93117.blb.htm</a> ), November 17, 1993.		
II	Jones, Jeanne, "Data Readers Streamline Management...", The Houston Post, June 26, 1994, Section: Business, pg. D1.		
JJ	Fiorini, Phillip, "No Place For Penny?", USA Today, July 29, 1994, Section: News, pg. 1A.		
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LL	News Release: Linnen, Herb et al. "AT&T comments on new FCC rules to curb 'slamming'", June 14, 1995.		
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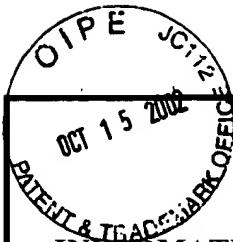
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NN	Knippenberg, Jim, "Will local radio empires strike back?", The Cincinnati Enquirer, July 23, 1995, Section: Tempo, pg. F01.
OO	"Cardbriefs: Stored-Value Card Designed for Casinos", The American Banker, October 31, 1995, Section: Credit/Debit/ATMS, pg. 23.
PP	"Cyberbid", Net Fun Ltd., Copyright 1996.
QQ	Sabatini, Patricia, "Card Sharks; Lurking in the sea of offers you get from credit card companies are some nasty surprises.", Pittsburgh Post-Gazette, February 4, 1996, Section: Business, pg. C1.
RR	McKinney, Jeff, "Merchant program could pay off for provident", The Cincinnati Enquirer, March 24, 1996, Section: Financial, pg. E02.
SS	Hadley, Kimberly, "Pastors praying anti-arsenal effort will burn bias", The Nashville Banner, July 26, 1996, Section: News, pg. A13.
TT	Nashimoto, Lisa, "Market Analysis; Travel services are first online commerce offerings to fly", InfoWorld, July 29, 1996, Section: Internet, pg. 44.
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VV	Wagner, Jim, "Cameras Tell Mall What Door You Use, How Often You Go", Albuquerque Tribune, August 9, 1996, Section: Evening, pg. A3.
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XX	Taylor, Paul, "Towards a dream market", Financial Times, September 4, 1996, Section: Survey - FT IT, pg. 03.
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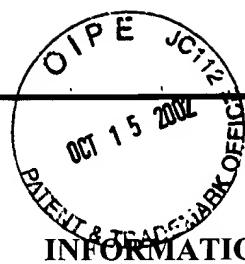
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ZZ	Fitzgerald, Kate, "Amex program moves loyalty to next level: Custom Extras finds a medium customers can't ignore: Billing Statements", Advertising Age, November 4, 1996, Section: News, pg. 2.
AAA	Bonnici, Joseph et al., "Consumer issues in coupon usage: An exploratory analysis", Journal of Applied Business Research, winter 1996/1997, Vol. 13, No. 1, pp. 31-40, ISSN: 0892-7626, CODEN: JPBEBK.
BBB	"Happy Anniversary here's your Cashback Bonus ® Award", Private Issue by Discover, Copyright 1997, Greenwood Trust Company.
CCC	"Rehayem, Gilbert, "Opinion: X-Press Betting", La Fleur's Lottery World, February 7, 1997.
DDD	Singletary, Michelle, "Electronic World, Unchecked Problem?", The Washington Post, March 4, 1997, Section: Financial, pg. C01.
EEE	"Tecmark Reward Terminal", ( <a href="http://www.tecmarkinc.com/terminal.htm">http://www.tecmarkinc.com/terminal.htm</a> ), download date: March 20, 1997.
FFF	Fickenscher, Lisa, "Merchant: American Express Seeks to Mine Its Data on Cardholder Spending Patters", The American Banker, March 24, 1997, Credit/Debit/ATMS, pg. 20.
GGG	Kelsey, John et al., "Conditional Purchase Orders", Fourth ACM Conference on Computers, April 1997.
HHH	Bryant, Adam, "Shaking Up Air Fares' Status Quo; Entrepreneur Seeks Break for Last-Minute Business Fliers", The New York Times, April 1, 1997, Section: Section D, pg. 1, Col. 2, Business/Financial Desk.
III	"Dispensing the future", Electronic Payments International, May 1997, Section: Feature; pg. 12.
JJJ	"Products and Services, Checkout Direct", Catalina Marketing Corporation, ( <a href="http://catalinamktg.com/prodcdir.htm">http://catalinamktg.com/prodcdir.htm</a> ), download date: May 29, 1997.
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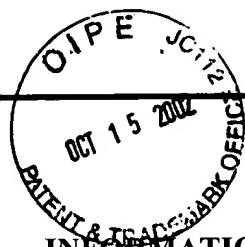
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LLL	Riordan, Teresa, "Patents; A novel approach to making a better spermicide harks back to some old-fashioned methods.", The New York Times, June 9, 1997, Section D, pg. 2, Col. 1, Business/Financial Desk.
MMM	Nairn, Geoff, "The key to your identity: Falling costs will allow fingerprint verification to be widely used", Financial Times (London), July 15, 1997, Section: Technology, pg. 12.
NNN	"The United Computer Exchange: How it All Works", The Untied Computer Exchange Corporation, ( <a href="http://www.uce.com/howitworks.html">www.uce.com/howitworks.html</a> ), download date July 23, 1997.
OOO	"Classifieds2000 The Internet Classifieds", ( <a href="http://www.classifieds2000.com/cgi-cls/Display.exe?C2K+aboutus">http://www.classifieds2000.com/cgi-cls/Display.exe?C2K+aboutus</a> ), download date: August 6, 1997.
PPP	"General trading information and terms provided by tradingfloor.com", Tradingfloor.com, ( <a href="http://www.tradingfloor.com/info.htm">http://www.tradingfloor.com/info.htm</a> ), download date: August 14, 1997.
QQQ	"Nasdaq", ( <a href="http://home.afxord.com/corfin/corfl1.htm">http://home.afxord.com/corfin/corfl1.htm</a> ), download date: August 15, 1997.
RRR	"Switch your Chase MasterCard to a Shell MasterCard from Chase and you'll earn: Free Formula Shell Gasoline", Chase Manhattan Bank USA, N.A., September 1997.
SSS	"About IAO", ( <a href="http://www.iaoauction.com/about.htm">http://www.iaoauction.com/about.htm</a> ), download date: September 8, 1997.
TTT	"Welcome to ONSALE", ONSALE, Inc., ( <a href="http://www.onsale.com">http://www.onsale.com</a> ), download date: September 8, 1997.
UUU	Hoeschen, Brad, "Brookfield Square hopes mall card strikes a chord", Business Journal-Milwaukee, September 12, 1997, Section: Vol. 14, No. 50, pg. 19.
VVV	"Case-in-POINT: Case Study: Bloomingdale's, Inc.", ( <a href="http://www.acxiom.com/cip-cs-b.htm">http://www.acxiom.com/cip-cs-b.htm</a> ), download date: September 23, 1997.
WWW	Website: "NCR 7452 Workstation -- Beyond Traditional POS", ( <a href="http://www.ncr.com/product/retail/products/catalog/7452.shtml">http://www.ncr.com/product/retail/products/catalog/7452.shtml</a> ), download date: September 23, 1997.
XXX	Ross, Chuck et al., "Coke Card promotion set for '98", ( <a href="http://adage.com/news_and_features/features/19971117/article3.html">http://adage.com/news_and_features/features/19971117/article3.html</a> ), Copyright November 1997.
YYY	"NCR 7453 PC-Based Point-of-Sale Solution", NCR Corporation, Copyright 1998.

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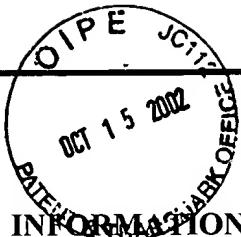
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ZZZ	Krauss, Jeffrey, "Subsidized TV sets?", CED (Communications Engineering & Design), February 1998.
AAAA	Goldblatt, Henry, "AT&T Finally Has An Operator...", Fortune, February 16, 1998, Section: Features/Telcos, pg. 79.
BBBB	"New Partners, more exciting rewards: The Membership Rewards program for 1998", ( <a href="http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml">http://www.americanexpress.com/rewards/news/docs/1998new_mr.shtml</a> ), download date: March 12, 1998.
CCCC	Elstrom, Peter, "Reach Out and Pay Someone", Business Week, March 23, 1998, pg. 4.
DDDD	"Cross-Sell Billing Statement Acquisition System", April 7-9, 1998.
EEEE	Hemsley, Steve, "Research and Destroy...", Marketing Week, April 16, 1998, Section: Point of Purchase, pp. 33-36.
FFFF	Website: "MCI Freeflix Free Video Rental Program", ( <a href="http://www.mci.com/aboutus/products/prepaid/promotional.shtml">http://www.mci.com/aboutus/products/prepaid/promotional.shtml</a> ), download date: April 21, 1998.
GGGG	Website: "MCI PrePaid Card Retail Promotional Opportunities", ( <a href="http://www.mci.com/aboutus/products/glossary/home/freeflix.shtml">http://www.mci.com/aboutus/products/glossary/home/freeflix.shtml</a> ), download date: April 21, 1998.
HHHH	Website: "Wall Street Access...: Active Trader Rebate Program", ( <a href="http://www.wsaccess.com/active_rebate_program.htm">http://www.wsaccess.com/active_rebate_program.htm</a> ), download date: April 22, 1998.
III	Amato-McCoy, Deena, "Co-Branded Acme Credit Card Rewards Loyal Users" Supermarket News", June 15, 1998, Section: pg. 17, ISSN: 0039-5803.
JJJJ	"Acme Markets, U.S. Bankcorp Debut Visa Rewards Card", Card News, June 22, 1998, Section: Vol. 13, No. 12.
KKKK	Rubenstein, Ed, "Prepaid program lets Galleria guests dine a la Card", Nations Restaurant News, June 29, 1998, Section: Technology.

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LLLL	"DataCard Partners With CSI To Offer Card-Based Loyalty Solution to Merchants", Business Wire, July 9, 1998.		
MMMM	Albright, Mark, "Grocery savings via Web coupons", St. Petersburg Times, "July 22, 1998, Section: Business, pg. 1E.		
NNNN	"For the Crew & the Customer", Olivetti, Winter, 1998.		
OOOO	Fitzgerald, Kate, "Dual-function Cards Latest Pitch To Call in Holders", Card Marketing, November 1998, Vol. 2, No. 10, ( <a href="http://cardmarketing.faulknergray.com">http://cardmarketing.faulknergray.com</a> ).		
PPPP	Souccar, Miriam Kreinin, "Epidemic of Rate Shopping Spurs a Search for Remedies", The American Banker, January 7, 1999, Section: Cards, pg. 13.		
QQQQ	"IAFC Launches NextCard(sm) – The First True Internet VISA", ( <a href="http://www.nextcard.com/release1.html">http://www.nextcard.com/release1.html</a> ), download date: September 14, 1999.		
RRRR	"MyPonts: Members Guide", ( <a href="http://www.mypoints.com/mp/dStatial.show?isref=main nonmemberguide default">http://www.mypoints.com/mp/dStatial.show?isref=main nonmemberguide default</a> ), download date: April 28, 2000.		
SSSS	Goldberg, Jeff, "Cellular phone information from Point.com", ( <a href="http://www.point.com/articles/489.asp">http://www.point.com/articles/489.asp</a> ), download date: November 16, 2000.		
TTTT	"NASDAQ Consolidated Subscriber Agreement", ( <a href="http://www.mydiscountbroker.com/mdb2002/pdf/nasdaqagreement.pdf">www.mydiscountbroker.com/mdb2002/pdf/nasdaqagreement.pdf</a> ), download date: October 8, 2002.		
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